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BRA-LLELUJAH! SPANX SHAPEWEAR IS HEAVEN ON EARTH
Freshpair expands its Shapewear Boutique with Spanx

New York, NY (August 30, 2005) - Spanx is the revolutionary shapewear brand that is changing the way women regard undergarments. "I never dreamed visible panty lines and uncomfortable g-strings would inspire me to become an inventor", says Sara Blakely, creator of the Spanx underwear line of footless pantyhose.

For more information about Spanx
http://www.freshpair.com/catalog_section_women_brand_139.html

Spanx footless pantyhose leave you free to flaunt your fabulous open-toed shoes while unique technology slims down your midriff with comfortably smoothing support that looks invisible under clothes.

In 1998, Blakely cut the feet out of her pantyhose so she could look smashing in a pair of cream-colored pants and with that idea, the Spanx underwear line was born. "Like so many women, I bought clothes that looked amazing in a magazine or on the hanger, but in reality magnified every panty line and imperfection", says Blakely.

Spanx shapewear offers a wide array of products for creating a fabulous new you: Spanx Power Panties with Tummy Control, Spanx Footless Bodyshaping Pantyhose with Super Control, Spanx All the Way Full-Length Pantyhose with Medium Control and Spanx Power Panties solve the problems of visible panty lines and untamed tummies.

Another exciting Spanx product is the Spanx Bra-llelujah Bra. The Spanx Bra-llelujah Bra is the first-ever all-hosiery bra. Spanx Bra-llelujah's revolutionary design reduces VBL (Visible Bra Lines), gives a smooth, sexy back and provides extraordinary comfort. The soft, wide straps of the Spanx Bra-llelujah bra distribute weight evenly and stay where they belong.

Spanx shapewear has become a personal favorite of Oprah Winfrey's and have been featured on numerous TV show including The View, The Other Half, The Ananda Lewis Show, CNN, CNBC and Every Woman.

About Freshpair

Freshpair is a leading Internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, t-shirts, boxers, briefs, socks, sleepwear, and more. From full-figure to petite, shapewear to thongs, boxers to briefs and everything in between, we are the ultimate destination for intimate apparel shopping. Freshpair.com carries many of the major brand names including 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere and Bali.

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